Assessment and Institutional Effectiveness Council (AIEC)
2019-20 Annual Report

Summary of Analysis: 2019-20 Institutional Effectiveness Progress

Prepared for the President and University Advisory Council (UAC)

AIEC Membership

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This report: A) summarizes the activities of the Assessment and Institutional Effectiveness Council in the past year, B) identifies action priorities for AIEC in 2020-21, and C) provides recommendations to the University Advisory Council.

A.   AIEC Activities to Promote Assessment and Institutional Effectiveness

In AY 2019-2020, the Assessment and Institutional Effectiveness Council (AIEC):

1. The AIEC website was updated to organize reports, minutes, and analysis: https://www.frostburg.edu/academics/air/AIEC/index.php
2. As part of continuous improvement and through recommendations from Academic Affairs utilized a rubric for the Red, Yellow, Green analysis of department plans (Appendix A).
3. AIEC (Dr. Ben Norris) created a step by step video to complement the training for Compliance Assist Planning for departments to enter their report. (https://app.vidgrid.com/view/nYErWtI2rvX5/?sr=WGLwvn.)
4. Exemplar department policy (Appendix B) process for recognizing exemplar departments was developed Kim Rotruck and approved for implementation during the summer 2020.
5. The AIEC reviewed Institutional Effectiveness Cycle document and provided feedback (Appendix C).
6. Human Resources developed a direct report assessment component to change "competencies" in Trakstar to add assessment. Information Technologies and Student Affairs have begun to utilize this competency.
7. AIEC reviewed the CampusLabs products. (Baseline – Survey, Beacon Early alert/retention, Connect / Bobcat Connect Student engagement, Compliance Assist / Planning – Assessment/planning)
8. AIEC completed the 12 days of assessment assignment promotion initiative.
9. AIEC received an update on Institutional Initiatives:
    a. IT Strategic Plan/IT Governance
    b. Distance Education Strategic Directions
    c. EAA
    d. GEP Re-Envisioning
10. Review feedback from 2019 UAC / AIEC Annual Planning retreat:
    a. Outcomes – President wants recommendations operationalized
    b. Responsible party for each strategic plan action
    c. Professional Development on Assessment / MSCHE standards

11. Reviewed and rated departmental plans and reports using the new rubric, based on a red/yellow/green response scale [Green = 5 (On Track), Yellow = 3 (Average), Red = 1 (At Risk)]. These data, which are summarized in Table 1 (Table 2 results from 2019) below and presented in full in Appendix A, provide a benchmark for institutional progress.

Table 1: Spring 2020 Departmental Level Assessment across Departments/Units by AIEC

Division	Goals	Action Priorities/ Plans	Measure Metrics	Results	Impact	Communic ation	Overall Conclusion
Academic Affairs	4.63	4.5	4.19	4.63	4.47	4.72	4.59
Administration and Finance	4.86	4.71	4.71	4.71	4.57	4.57	4.71
Enrollment Management	3.67	3.42	3.42	3.42	3.67	3.75	3.42
Student Affairs	4.93	4.93	4.86	4.14	4.93	5	4.93
University Advancement	5	4.7	4.6	4.8	4.6	5	4.5
Regional Engagement & Development	5	5	5	5	5	5	5
University Average	**4.59**	**4.48**	**4.3**	**4.37**	**4.46**	**4.63**	**4.47**

Table 2: Spring 2019 Departmental Level Assessment across Departments/Units by AIEC

Division	Goals	Action Priorities Plans	Measures Metrics	Assessment	Results	Impact	Communication	Overall Conclusion
Academic Affairs	4.84	4.59	4.34	4.09	4.41	4.34	4.75	4.44
Administration and Finance	4.86	4.57	4.86	4.71	4.86	4.71	4.71	4.86
Enrollment Management	3.00	3.45	3.55	3.55	3.73	3.55	3.18	3.45
Student Affairs	4.71	4.21	4.64	4.71	4.57	5.00	4.86	4.79
University Advancement	4.00	3.90	3.80	3.60	3.80	3.80	4.50	3.60
Regional Engagement & Development	5.00	4.00	4.50	4.50	5.00	3.50	5.00	4.50
University Average	**4.45**	**4.26**	**4.27**	**4.14**	**4.32**	**4.30**	**4.52**	**4.30**

B. AIEC Action Priorities for 2019-20

To better facilitate university-wide strategic planning and assessment efforts, AIEC will:

1. Ensure the summer 2020 UAC/AIEC retreat focuses how the AIEC can ensure the assessment of the institutional response to COVID-19.
2. Significant focus on professional development and training that supports improving institutional assessment aligned with the new MSCHE Standards in preparation for upcoming accreditation events.
3. Continue to provide access to exemplar annual reports and give guidance specific to each executive unit and/or college.
4. Work with Campus Labs as part of a continuous improvement process regarding the usability of Compliance Assist, including providing a dropdown option to upload a unit's strategic plan.

C. AIEC Recommendations for the University Advisory Council

The Assessment and Institutional Effectiveness Council (AIEC) proffers the following recommendations:

1. Continue work to further integrate assessment into the working culture of the institution so that it becomes a standard element of each Vice President's direct report employment evaluation (PIF and/or PMP). Possibly consider faculty reward with the evaluation for assessment role.

2. Continue purposeful and direct communication to the FSU community regarding assessment results and resource allocation, thereby further integrating assessment into the culture of the institution. This communication is best accomplished through a documented communication plan for each division that explains explicitly how the results of assessment are used for continuous improvement.
3. Work with UAC to improve transparency of resource allocation based on outcomes of assessment (effectiveness and learning). We need to be more communicative and transparent. Possibly model the strategy in the last MSCHE monitoring report – with VP vignettes about closing the loop. AIEC could assist VPs with this model.

Department	Goals	Action Priorities/ Plans	Measures/ Metrics	Results	Impact	Communication	Overall Conclusion
Academic Affairs							
Assessment and Institutional Research	5	5	5	5	5	5	5
Center for International Education	5	5	5	5	5	5	5
College of Business	4	4	3	4	5	5	4
Accounting	4	5	4	5	5	5	5
Economics	4	5	4	5	5	4	5
Management	4	5	4	5	4	5	5
Marketing & Finance	4	5	5	5	5	5	5
College of Education	5	5	5	5	5	5	5
Educational Professions	4	5	5	3	3	4	4
Kinesiology & Recreation	5	5	4	3	3	5	3
College of Liberal Arts and Sciences	5	5	5	5	5	5	5
Biology	5	4	4	5	5	5	5
Chemistry	5	4	4	5	5	5	5
Communication	5	4	4	5	5	5	5
Computer Science & Information Technologies	5	5	5	5	5	5	5
English & Foreign Languages	5	5	5	5	5	5	5
Geography	5	3	1	3	3	1	3
History	5	5	5	5	5	5	5
Mathematics	4	3	3	5	5	5	4
Music	3	3	3	3	3	5	3
Nursing	5	4	5	4	4	5	5
Philosophy	5	5	4	5	4	5	5
Physics & Engineering	5	5	5	5	5	5	5
Physicans Assistant Medicine	5	5	5	5	5	5	5
Political Science	4	2	2	4	3	4	3
Psychology	4	5	4	5	5	4	5
Social Work	5	5	5	5	5	5	5
Sociology	5	5	5	5	5	5	5
Theatre & Dance	5	5	4	5	5	5	5
Visual Arts	4	5	4	5	3	5	4
Office of Graduate Services							
Library	5	5	4	5	5	5	5
Provost Office	5	3	4	4	3	4	4
Administration & Finance							
Athletics	5	5	5	5	5	5	5
Auxiliary	5	4	4	4	4	4	4
Facilities	4	4	4	4	4	4	4
Finance	5	5	5	5	5	5	5
Human Resources	5	5	5	5	4	5	5
Office of Information Technology	5	5	5	5	5	5	5
University Police	5	5	5	5	5	4	5
Enrollment Management							
Enrollment Management	0	0	0	0	0	0	0
Admissions	0	0	0	0	0	0	0
Financial Aid	0	0	0	0	0	0	0
Registrar	4	5	5	5	5	5	5
Center for Academic Advising and Retention	5	5	5	5	5	5	5
Disability Support Services	5	3	3	3	4	5	3
Student Support Services	5	5	5	5	5	5	5
Programs Advancing Student Success	5	5	5	5	5	5	5
DVMT	5	5	5	5	5	5	5
Tutoring Services	5	3	3	3	5	5	3
Regional Math and Science Center	5	5	5	5	5	5	5
Upward Bound	5	5	5	5	5	5	5
Special Academic Services	3	5	3	3	3	3	3
Student Affairs							
Brady Health	5	5	5	4	5	5	5
Career & Professional Development Center	5	5	5	4	5	5	5
Counseling and Psychological Services	5	5	5	4	5	5	5
Diversity, Equity, & Inclusion	5	5	5	4	5	5	5
Leadership and Experiential Learning	5	5	5	5	5	5	5
Residence Life	5	5	5	4	5	5	5
Student Conduct & Community Standards	5	5	5	4	5	5	5
Civic Engagement	5	5	5	5	5	5	5
Cultural Events Series	5	5	5	4	5	5	5
Lane University Center	5	5	5	5	5	5	5
Marketing & Design	5	5	4	4	5	5	5
Student Activities & Greek Life	5	5	5	4	5	5	5
Substance Abuse Facts & Education	5	5	5	4	4	5	5
Veterans Services	4	4	4	4	5	5	4
University Advancement							
Advancement Services	5	5	5	5	5	5	5
Alumni Programs	5	5	5	5	5	5	5
Annual Giving	5	5	5	5	5	5	5
FSU Foundation	5	5	5	5	5	5	5
Major Gifts	5	5	5	5	5	5	5
News & Media Services	5	5	5	3	5	5	5
Planned Giving	5	4	3	5	5	5	4
Prospect Research	5	5	3	5	3	5	3
Publications	5	3	5	5	3	5	3
Radio Station WFWM	5	5	5	5	5	5	5
Regional Engagement & Development							
Office of Gender Equity	5	5	5	4	5	5	5
Research & Sponsored Programs	5	5	5	5	5	5	5
SBDC	5	5	5	5	5	5	5

University Averages

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Regional Engagement & Development	5.00	5.00	5.00	5.00	5.00	5.00	5.00
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Process for Identifying Exemplary Assessments in Department Annual Reports

I. AIEC members, who are identified within Academic Affairs division, will review the submission of all Department Plans that have achieved 83% green indicators (5 out of 6 categories) based on the committee's review. Each of the following items will guide the AIEC sub-group's review. The Department plan demonstrates that:

   a. Each Department Goal aligns well to the College and University Goals
   b. Each Action Priority matches a specific Department Goal with clear descriptive language explaining the expected outcome for that priority.
   c. An assessment measure (metric) is in place to determine the effectiveness of the outcome for each action item.
   d. The results of each action item are expressed by quantitative and/or qualitative data on the effectiveness of meeting a specific goal and an overall result in meeting the plan is part of the discussion.
   e. It is evident that the data from the results have been used to prioritize and focus on the upcoming year's plan and resource allocations.
   f. The department plan is a joint effort between the Chair and department stakeholders in the development of the plan, implementation of the action items, and assessment of the results for department improvements.

II. AIEC sub-group will meet to discuss the overall outcomes of the identified departments to determine which department(s) have reached exemplary status through the completion of the report.

III. Departments will receive recognition by the University's Executive Council for their exemplary plan. The exemplary reports will be posted in Compliance Assist as models for other Academic Departments to review and to assist in their future plans.